

BrandKit.

A guide to working with our brand, here you will find detailed information on how to utilize our brand assets and how we use them.

Purpose.

To accelerate the development of young teams.

Mission.

Freedom to create, scalability and usability.

Vision.

The opportunity to move the Web3 sphere to the next level.

Values.

Cooperation First

We appreciate the friendly approach

Transparent Integrity

Honesty and transparency, always.

Simplified Complexity

The easiest way to dive into complex things.

Continual Growth

Development, adaptability to new conditions, expansion

Dark.

Color options for logos and their use

Logo

Symbol

Logo

Symbol

Logo

Symbol

Light.

Color options for logos and their use

Logo

Symbol

Logo

Symbol

Logo

Symbol

Typography.

The brand uses the **Neue Regrade** font. It is an accent font that is easy to read and performs well in both headlines and typeset text.

Title Font

It has a large size and can combine multiple colors to attract more attention

Title

Body

Typeset text for paragraphs of different lengths. Can combine different lettering to emphasize a phrase or word

Eat some more of those soft French rolls and have some tea.

Colors.

The brand uses earthy colors with green hues **freshness** characteristics

Black
030FOF

Dark
030FOF

Warm Loden
030FOF

Light Mint
030FOF

Grey
DODAD8

White
F5FFFC

Light Green
AOEB67

Dark Green
85D740

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